



On Hold Marketing



On-hold Services

Make the most of telephone on-hold time. With compelling scripts and professional voices, it's an opportunity to impress customers and advertise your business.

We are proud to serve thousands of on-hold applications and voice response systems across North America and around the world. Let us help you keep your caller interested in your company!

Easy-on-the-budget marketing opportunity

Marketing on hold is the most inexpensive target marketing solution you'll find! Consumers are constantly being bombarded with repetitive advertising which the multi-tasking generation is increasingly tuning out.



On-hold Benefits

Marketing to callers while they wait on hold

Turn on-hold time into marketing time! It's one of the smartest and cost effective business decisions you'll ever make, whether you own a small family business or are the marketing team of a large corporation!

Improve Your Customer's Experience

Customers judge your company based on their contact experiences...in person AND on the phone! You'd never allow an awkward moment of silence in a business meeting – why treat your caller any differently? Let On-Hold Marketing help you create a pleasant greeting, an efficient menu tree and professionally recorded messages to entertain them you have to put them on hold.

Enhance Your Image

Every second counts when potential customers call your company; let them know you care! Those first seconds (or several minutes) are critical to their perception of your company – and in business, perception is reality! It's a fact – when callers are treated to a customized greeting while on hold, they're more likely to feel reassured they've called a capable operation.

Reduce Costly Hang-Ups


No one wants to wait on hold! Take away the frustration – give them something interesting to listen to! Let them know their business is important and that they haven't been disconnected. Customized on hold messaging is proven to reduce hang-ups by two-thirds!

Reinforce Ad Campaigns, Cross-Selling and Up-Selling

You've trained your staff to "cross-sell" and "up-sell" — why not let your hold line back them up? Market your products and services to existing customers at a fraction of the cost of other advertising media. On hold messages will increase callers' requests for information about specific products or services mentioned while on hold!

Target Marketing Solution

With a Message On-Hold program, your message — and only your message — plays directly to an audience already motivated to learn more about your company. When you market to your callers, make sure your scripts are professional, the music complements your business and the information keeps them interested and on the line.



For more information please visit
<http://www.onhold.on.ca>

